

Product Development Mailing Services

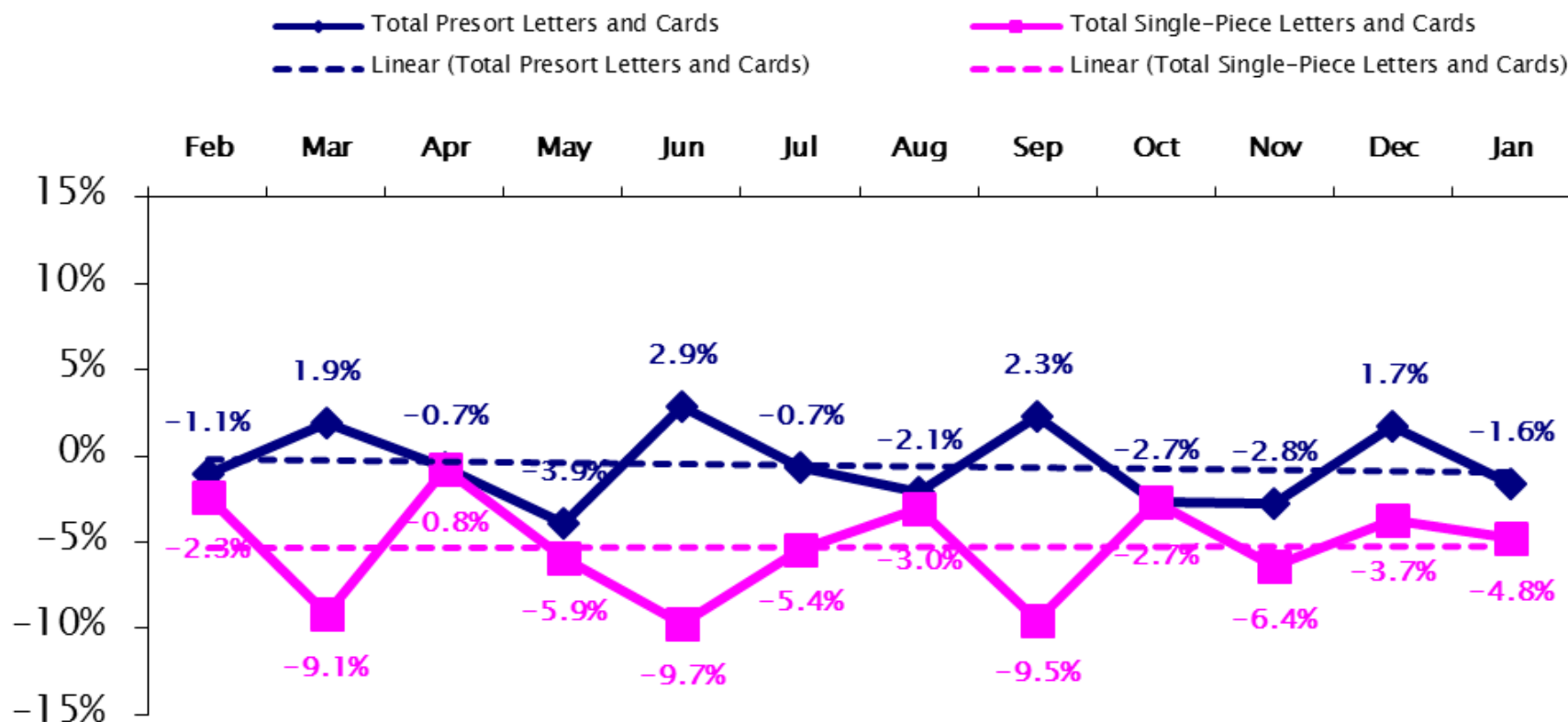
MTAC

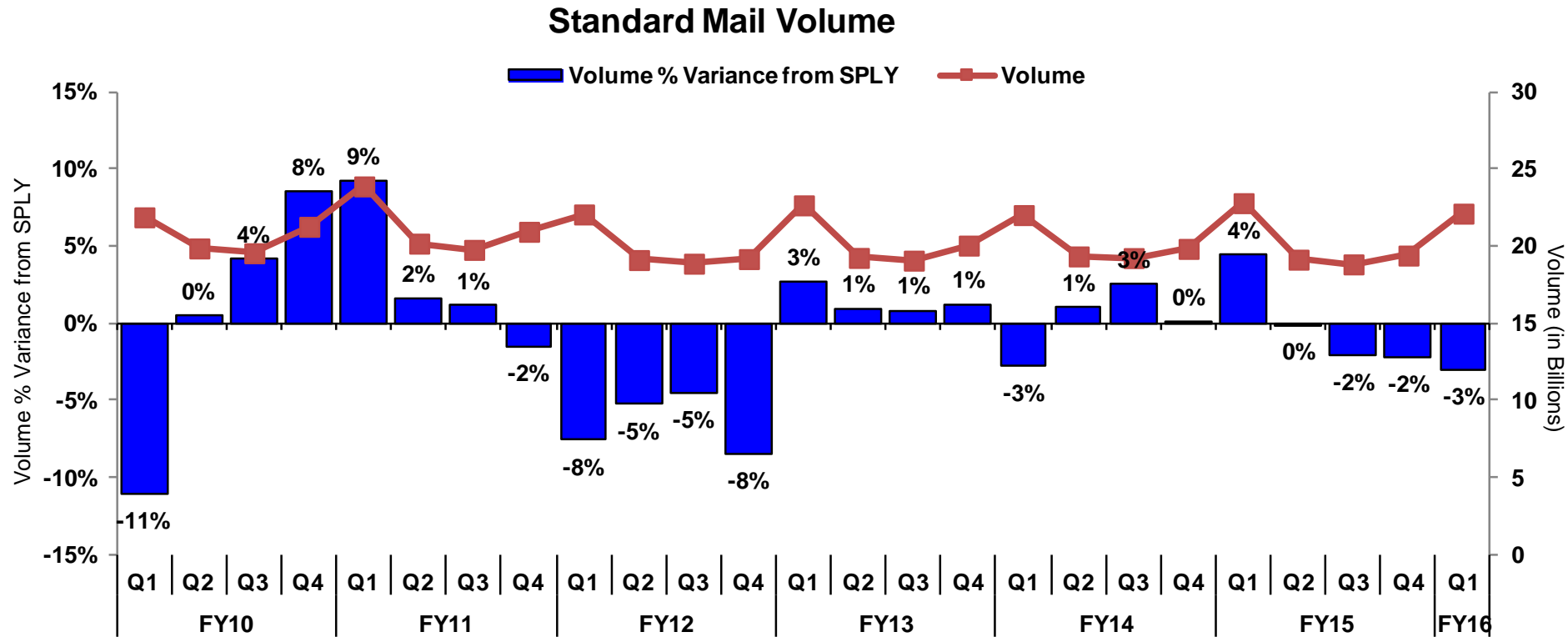
March 20, 2016

- **Pulse of the Industry**
- **2015 Promotions Update**
- **2016 Promotions Update**
- **Action Items**
- **Open Discussion**

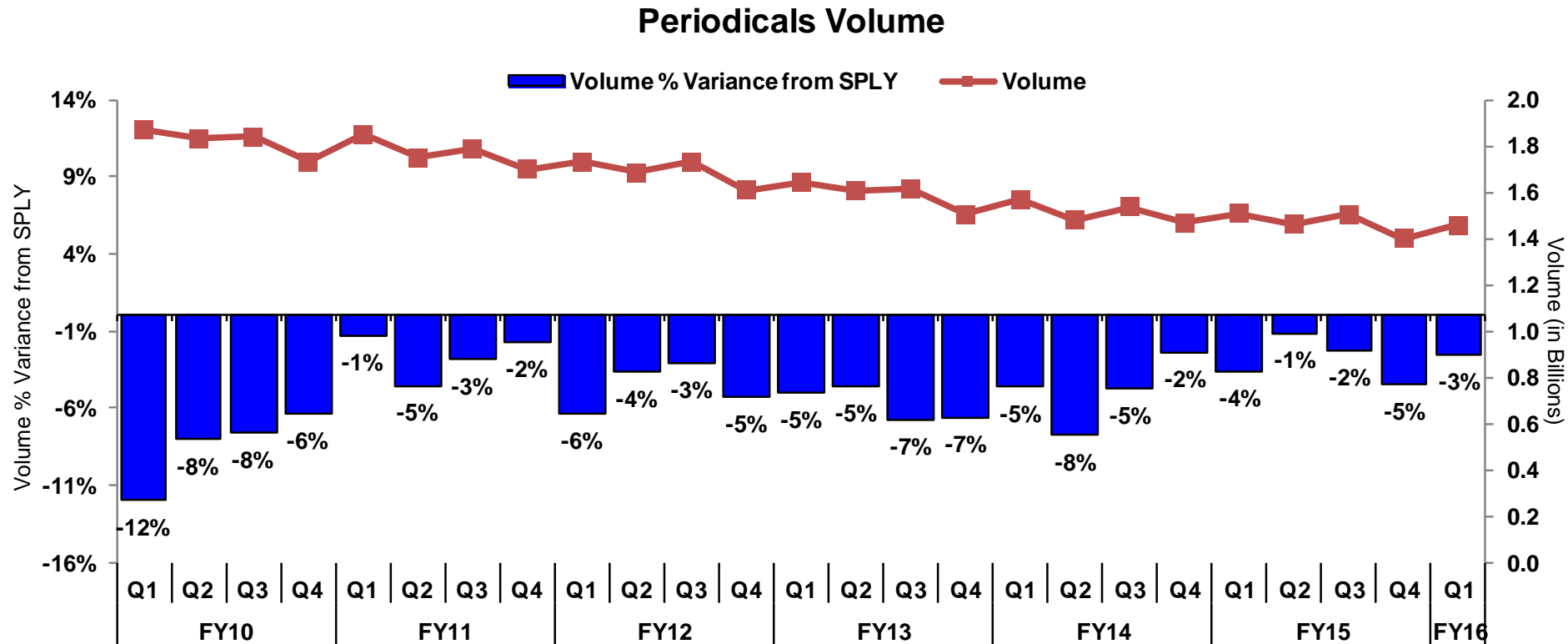
Pulse of the Industry

First-Class Mail Volume (% Change over SPLY)





Source (s):
RPW Quarterly Reports; Excludes Parcels and International Mail volumes



Source(s):
 RPW Quarterly Reports

2015 Promotions - Update

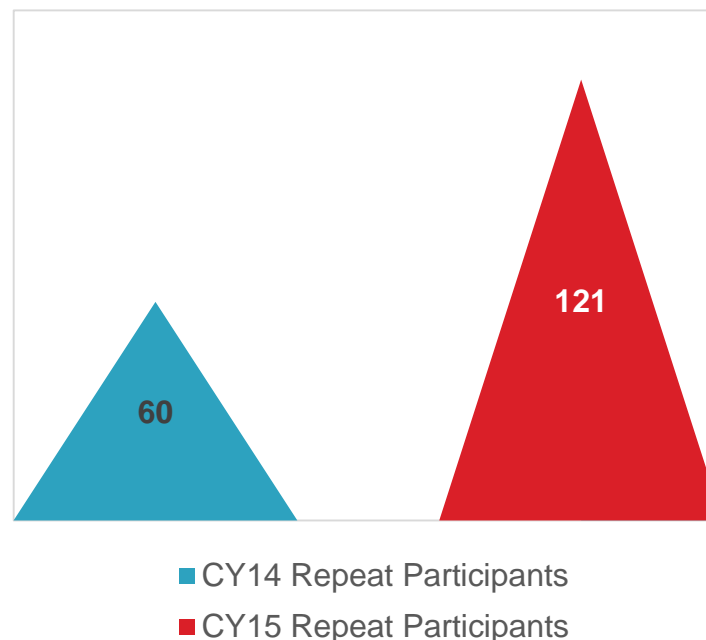
Earned Value Promotion:

- Number of Participants = 493
- Promotion Volume = 489 MM pieces
- Credit Earned = \$11 MM

Color Transpromo Promotion:

- Number of Participants = 54
- Promotion Volume = 1,113 MM pieces
- Discount Earned = \$9 MM

Number of Earned Value Participants Exceeding Prior Year Reply Volume



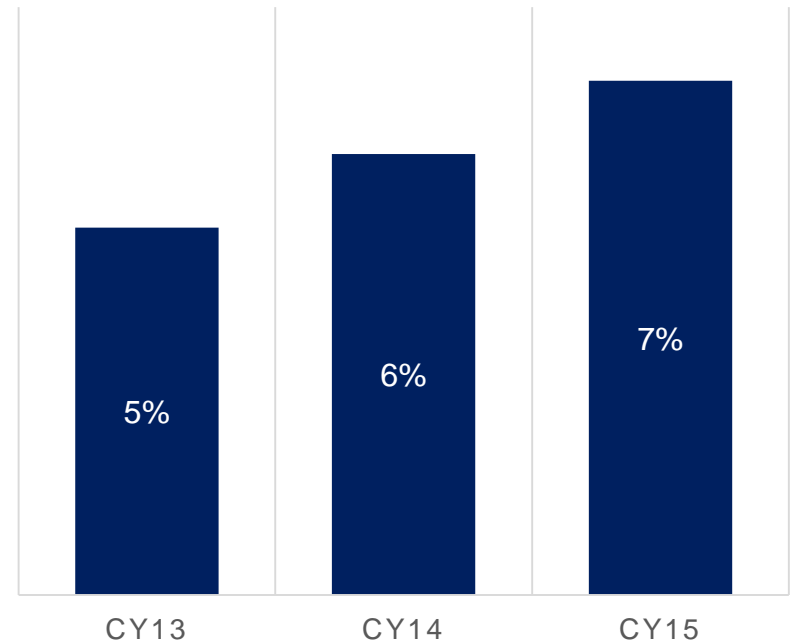
Emerging Technology Promotion:

- Number of Participants = 156
- Promotion Volume = 4,050 MM pieces
- Discount Earned = \$18 MM

Mail Drives Mobile Commerce Promotion:

- Number of Participants = 569
- Promotion Volume = 4,610 MM pieces
- Discount Earned = \$24 MM

Emerging Technology Adoption Rates*



*Adoption Rate = % of Eligible mail volume that qualified for a discount based on the requirements of each of the Emerging Technology promotions

2016 Promotions - Update

As of December 11, 2015

JAN — FEB — MARCH | **APRIL — MAY — JUNE** | **JULY — AUG — SEPT** | **OCT — NOV — DEC**

FIRST-CLASS MAIL®

Earned Value

Registration
February 15 – March 31

Promotion Period (3 months)
April 1 – June 30

Personalized Color Transpromo

Registration
May 15 - December 31

Promotion Period (6 months)
July 1 – December 31

STANDARD MAIL® AND FIRST-CLASS MAIL

Emerging and Advanced Technology/Video In Print

Registration
January 15 – August 31

Promotion Period (6 months)
March 1 – August 31

STANDARD MAIL

Tactile, Sensory & Interactive Mailpiece Engagement

Registration
January 15 – August 31

Promotion Period (6 months)
March 1 – August 31

Mobile Shopping

Registration
May 15 – Dec 31

Promotion Period (6 months)
July 1 – December 31

Emerging and Advanced Technology/Video In Print

Promotion period: March 1 – August 31

- **Number of Enrolled Mailers = 146**
- **Promotion Volume = 298 MM pieces**
- **Discount Earned = \$1.4 MM**

Tactile, Sensory & Interactive Mailpiece Engagement

Promotion period: March 1 – August 31

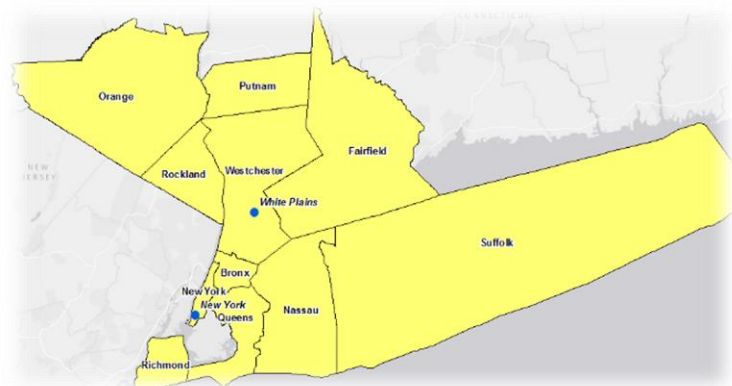
- **Number of Enrolled Mailers = 101**
- **Promotion Volume = 52 MM pieces**
- **Discount Earned = \$229 K**

What's Next for Informed Delivery*?

NY Metro Expansion

We already tackled the nation's Capital, now we're taking it to the **Big Apple!**

NY Metro Zip Codes
Include:
066, 069, 100 - 119



Rollout Schedule

Live as of November 18th

- Over **67k** Active Users



Commercial Interest

3 direct mailers
participating starting
March 29



Shipping Products and Services MTAC / NPF Update

March 20, 2016

Gary C. Reblin
VP New Products and Innovation

- Expedited Packaging Supplies
 - Priority Mail, Label 228
 - Boxes and Envelopes
- Caution Heavy 35 lbs. and Over
- Online Refunds and Claim Bulk File Upload
- Proposals:
 1. Return Label with Quick Response Code (QR Code)
 2. Redesign PS Form 3849, *Sorry We Missed You!*
 3. Automate PS Form 3801, *Standing Delivery Order*

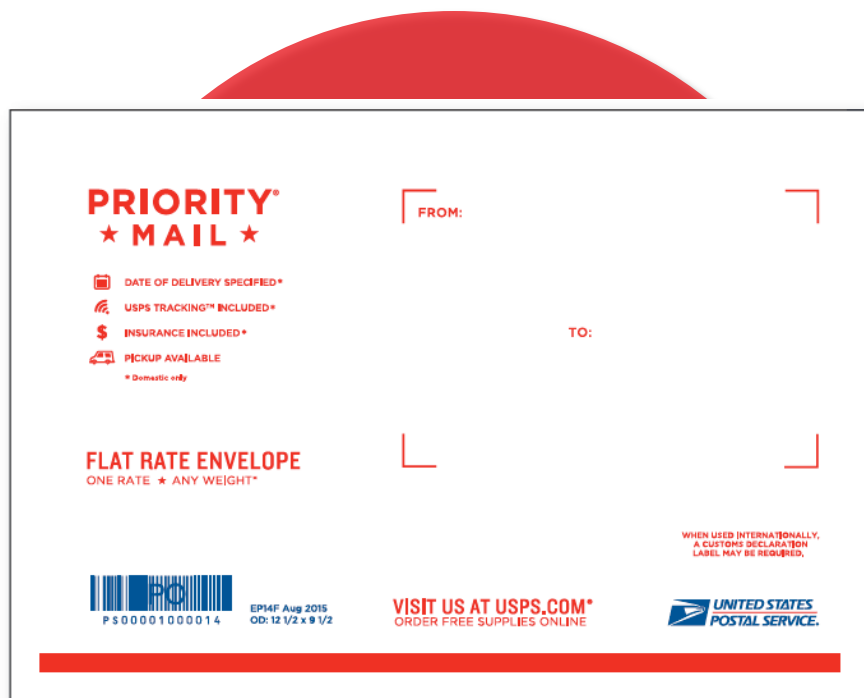


Current

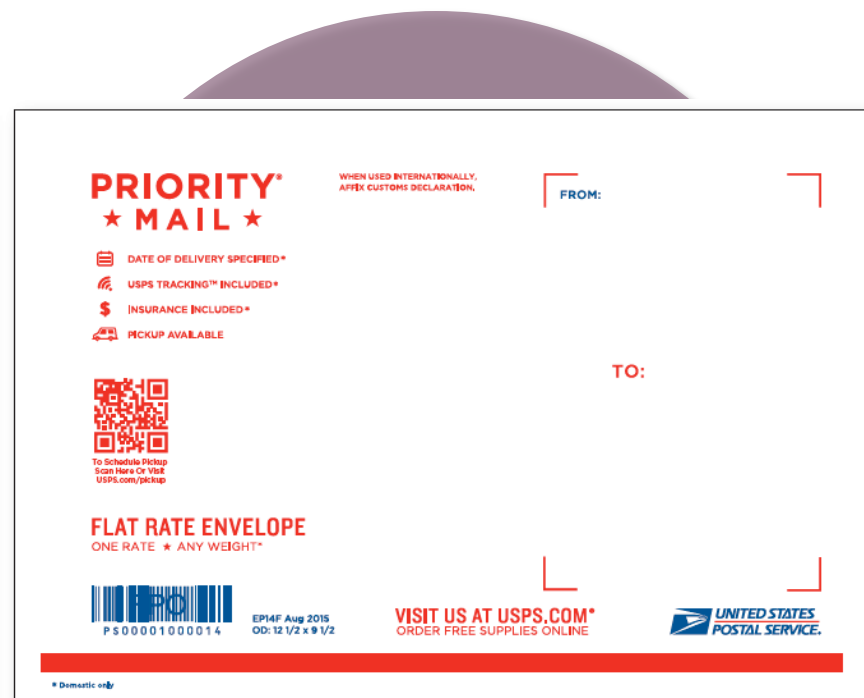


New

- Eliminate Loop Mail caused by previous label design
- Order: USPS.com

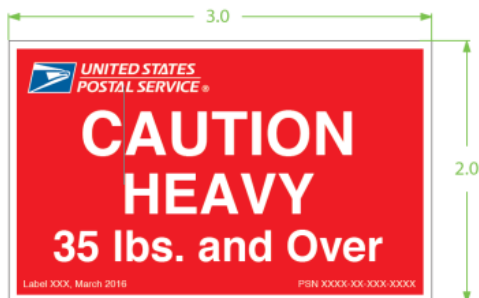


Current



New

- Changed orientation of Tic Marks to Vertical on all expedited Boxes and Envelopes



- Dimensions: 3x2
- Order: Postal Store

Introducing “Caution Heavy 35 lbs. and Over” Label

Safety Awareness

- FY 2015 USPS Employee reported Lifting Injuries:
 - 2,953 total reported
 - 52% Carriers
 - 16% Clerks
- Visual alert to use caution when lifting



New Retail Requirement: Affix Caution Label to all packages with weights 35 or Greater.



Online Refund Applications:

- Refund request on usps.com
 1. Priority Mail Express
 2. Extra Services
- Claims Bulk File Upload on Business Customer Gateway
 - Damaged, Missing or Lost Articles



P	NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES
USPS PRIORITY MAIL RETURN™	
BIG AND GROWING BUSINESS CO. 8403 LEE HIGHWAY MERRFIELD VA 22082-9999	
INTERNET RETURNS DEPT FAST AND EFFICIENT SUPPLY CO. 10474 COMMERCE BLVD DUPLEX B SILVER SPRING MD 20910-9999	
USPS TRACKING #	
	
9204 0912 3456 7800 1413 90	
Scan to Schedule Package Pickup 	

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- Proposal for QR Code on Return Shipping Label
- Send Comments or Suggestions to: shippingservices@usps.gov


**UNITED STATES
POSTAL SERVICE®**

Redelivery Notice

Sorry we missed you!

www.usps.com/redelivery

Date: _____

Recipient: _____

Items Not Delivered

This is the: ☐ First Attempt ☐ Final Notice
We will hold item(s) until:

See reasons not delivered below:

Requires payment: \$ _____ ☐ Postage due ☐ COD ☐ Customs

Requires signature:

- ☐ Certified Mail™ ☐ Priority Mail Express® ☐ Signature Confirmation™
☐ Insured Mail ☐ Registered Mail™ ☐ Adult Signature*
☐ Firm Bill ☐ Restricted Delivery**

Other reasons:

- ☐ Perishable item ☐ Receptacle full/item oversized ☐ Unable to access
☐ Receptacle blocked ☐ No secure location available ☐ delivery receptacle/
location
☐ No authorized recipient available

*The person who signs for the package must prove at the time of delivery that they are 21 or older.
**The recipient must be the one to sign for the package.

Options for Redelivery or Pick-Up

1. Go to website: www.usps.com/redelivery



2. Call 800-ASK-USPS (800-275-8777)

3. Complete information below and leave notice in mailbox for carrier***:

Leave item on this date _____ at the location below:

- ☐ Front Door ☐ Back Door ☐ Porch ☐ Mailbox ☐ Garage
☐ Neighbor (Must be adjacent or across the street) ☐ Other: _____

Address: _____

***Not available if restricted delivery or Adult Signature

4. Number of items: _____

Letter _____ Large Envelope _____
Package _____
Other: _____

5. Go to your local Post Office or send your representative:

My signature authorizes the listed representative to pick-up my item:

Recipient's Signature: _____

Name of Representative: _____

PS Form 3849, January 2016



PAGE 1 – Option A



Redelivery Notice

www.usps.com/redelivery

Date: _____

Recipient: _____

Items Not Delivered

This is the: ☐ First Attempt ☐ Final Notice
We will hold item(s) until:

See reasons not delivered below:

Requires payment: \$ _____ ☐ Postage due ☐ COD ☐ Customs

Requires signature:

- ☐ Certified Mail™ ☐ Priority Mail Express® ☐ Signature Confirmation™
☐ Insured Mail ☐ Registered Mail™ ☐ Adult Signature*
☐ Firm Bill ☐ Restricted Delivery**

Other reasons:

- ☐ Perishable item ☐ Receptacle full/item oversized ☐ Unable to access
☐ Receptacle blocked ☐ No secure location available ☐ delivery receptacle/
location
☐ No authorized recipient available

*The person who signs for the package must prove at the time of delivery that they are 21 or older.
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Address: _____

***Not available if restricted delivery or Adult Signature

4. Number of items: _____

Letter _____ Large Envelope _____
Package _____
Other: _____

5. Go to your local Post Office or send your representative:

My signature authorizes the listed representative to pick-up my item:

Recipient's Signature: _____

Name of Representative: _____

PS Form 3849, January 2016



PAGE 1 – Option B

Information About Items Not Delivered

Tracking Number(s): _____

Go to local Post Office** (Bring this form and photo ID)

Notice Left

Recipient Address: _____

Delivered by: _____

Date: _____

Recipient Signature Box

Signature

X

Printed

Name

Delivery

Address

USPS
Redelivery ID



0000 0000 0000 0000

PS Form 3849, January 2016 (Reverse)

PAGE 2

■ **Send Comments or Suggestions to: shippingservices@usps.gov**

Name and Address of Firm or Individual (Include Apt./Suite No.)	
By (Signature and title of person signing order)	Telephone No.
<small>The above-named firm or individual hereby authorizes representative whose signatures appears below to receive Adult Signature Required, Certified, Insured, C.O.D. Express Mail®, Signature Confirmation™, unrestricted Registered Mail™, and special delivery Mail addressed to or in care of the above-named firm or individual until otherwise notified in writing, and assumes all responsibility for loss, rifling, or damage of said mail after proper delivery. All previous orders are hereby revoked.</small>	
<small>SPECIAL INSTRUCTIONS: Where Restricted Delivery and/or Adult Signature Restricted Delivery mail are included, the statement "This authorization is extended to include Restricted Delivery and/or Adult Signature Restricted Delivery mail" must be entered on the delivery order by the person signing it. This notation is to be made on the part of the form for signatures of authorized agent. NOTE: Unknown signatures must be identified.</small>	
Signature of Clerk Verifying Customer's Signature	Date
SIGNATURES OF AUTHORIZED AGENTS	
PS Form 3801 , June 2011 STANDING DELIVERY ORDER	

- Ability to add and remove names of Authorized Agents electronically
- Include the form in the FAST appointments



Be sure to attend:

***IRRISITIBLE Mail:
Where Paper and Pixels Conversion***

Monday 1:30
Governor's Ballroom A

Product/Pricing Simplification

Evaluate and implement product/pricing simplification ideas which promote ease of use and volume and revenue growth for industry

➤ **January 2017**

- **Subtle changes that eliminate redundancy**
- **Structural changes**
- **Mailing standard changes & clarifications**
- **Align with current mail prep and processing operations**

➤ Ideas under evaluation

- **Merge AADC and 3Digit presort auto letters into one category**
- **Move to piece/pound structure in Standard Mail**
- **Create 3rd ounce free for First-Class Mail**
- **Eliminate piece/pound pricing for 3.3 – 3.5 oz weight breaks in Standard Mail auto letters**

Process:

- **Evaluate Potential Initiative against Objectives**
 - **Socialize with Industry (MTAC/Conference Calls)**
 - **Determine which ideas to pursue**

- **Determine Timing**
 - **In for January 2017**
 - **Implement at a Future Date**

- **Share Structural Changes**

Action Items

First-Class Mail:

Create a # IRRESISTIBLE Mail hashtag as an alternative channel for the NPF judges and general public to view IRRESISTIBLE Mailpieces.

RESPONSE: Multiple communication vehicles around IRRESISTIBLE Mail have been created.

Send the 2017 pricing idea proposals to all participants of the MTAC Product Innovation Focus Group within the next 2 – 3 weeks for feedback.

RESPONSE: Completed.

Standard Class:

- Industry wants USPS to share details of future promotions in workgroup 8 as rules developing and well in advance of PRC filing. Industry will provide feedback to USPS on promotions as they are still being developed rather than afterwards. Gary agreed this can be done. - **Adopted as a business practice for future promotions.**
- Industry and USPS work together to create relaxed rules – **WORKING Additional conversations and contact with project teams to further understand status**
- Create a 'fake' stamp for use on mail pieces being passed on to friends and family instead of indicia. **This was brought up in Wanda's Standard Class telecom. Requires further clarification to verify if there are other alternatives.**
- USPS to review industry request to increase First Class post card to 6 x 9. This could lead to a migration from Standard Class to a First Class postcard rate. **This was brought up in Wanda's Standard Class telecom. – Very early informal discussions have been voiced to review feasibility.**
- USPS to consider allow catalog over 3.3 ounces in envelopes to mail out of OE and not be in violation of the heavy mail rule. **This was brought up in Wanda's Standard Class telecom. Needs further review to develop course of action**
- Consider zone pricing for standard mail. – **Needs further review to develop course of action**